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STATE COUNCIL OF CIVIL DEFENSE
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HARRISBURG, PENNSYLVANIA

August 6, 1957

INFORMATION CIRCULAR NO. 81

PUBLIC RELEASE DATE: WEDNESDAY, SEPTEMBER 4, 1957

NATIONAL CIVIL DEFENSE WEEK - SEPTEMBER 15 THROUGH 21, 1957

PART I - GENERAL INFORMATION

1. The second annual observance of National Civil Defense Week is scheduled for the period Sunday, September 15, through Saturday, September 21, 1957.

2. The Federal Civil Defense Administration has recommended that the general theme of National Civil Defense Week 1957 be "Government in Emergency". Further, the Administration has announced that there will be decreased federal assistance and participation in the observance and suggests that major activities be built around "local Government service arms", such as police, fire, welfare, etc.

3. Since no national or statewide operational exercises (public participation drills, control center communications tests, etc.) are scheduled for the period September 15 through 21, the State Council of Civil Defense recommends that all county and local civil defense organizations in Pennsylvania observe National Civil Defense Week by special activities designed:

(a) To publicly demonstrate what each ounty and local organization has already accomplished; and

(b) To further the future development of each county and local organization.

Detailed suggestions concerning activities of these two general types are presented in Part II, below.

PART II - SUGGESTED ACTIVITIES

4. The over-all accomplishments of county and local civil defense organizations all too often are publicly judged solely on the success of statewide public participation drills. Since the results of such drills are actually a measure of "public preparedness" rather than true "civil defense readiness", it is suggested that all county and local civil defense organizations carry out extensive Civil Defense Week activities specially designed to demonstrate each organization's "state of operational readiness". Demonstrations of this particular type readily fall into two principal categories, namely, "service achievements" and "available emergency resources". Examples of each are presented in Paragraphs 5, 6 and 7, below.

5. Most county and local civil defense organizations have initially stressed, or concentrated on, the development of certain particular emergency services. Suggested examples of several demonstrations designed to show the achievements, or "readiness", of these services are outlined below.

(a) Medical Service. Many organizations have emphasized the organization and training of first aid teams. In view of the special interest most schools have evidenced in this field, it is suggested, in these cases, that local civil defense officials confer with local school authorities and arrange special civil defense first aid demonstrations in local schools.

(b) Rescue Service. Numerous organizations have stressed the development of rescue teams, with many of their members trained either at the State Council's former Ogontz Training Center, or at the Federal Civil Defense Administration's School at Olney, Maryland. In view of the general interest in human rescue in emergencies of all sorts, it is suggested, in these cases, that special rescue demonstrations be staged in public squares, on local athletic fields and at other appropriate sites.

(c) Welfare Service. Many organizations have concentrated on the development of emergency feeding teams. In view of the particular interest women's groups have evidenced in this field, it is suggested, in these cases, that special emergency feeding demonstrations be arranged for joint meetings of local women's organizations, including professional, farm and church groups.

Similar demonstrations of the achievements, or "state of readiness", of other civil defense emergency services readily can be arranged along the same general lines.

6. While county and local civil defense organizations have expended millions of dollars for the purchase of emergency equipment, materials and supplies, the public at large is almost totally unaware of the tremendous scope of this vital phase of the statewide program. For this reason, demonstrations and displays of county and local "emergency resources" are deemed highly desirable. A number of suggested examples of these are outlined below.

(a) Display of Emergency Communications Equipment. Many county-wide fire and police radio systems have been installed under the civil defense "matching fund program". Since comparatively few people know either that these systems have been purchased, in part, with civil defense funds, or that they constitute an essential part of the over-all civil defense communications network, great benefit can be derived from "live" display and demonstration of such equipment, with local civil defense and government officials in different communities using it to communicate with each other. Such demonstrations also "tie in with" the announced "Government in Emergency" theme of National Civil Defense Week.

(b) Display of Emergency Motor Vehicles. Under the federal "matching fund program", Pennsylvania communities have purchased more than 300 pumper type fire engines, together with approximately 100 rescue trucks and other emergency motor vehicles. Appropriate display of these vehicles in public squares and similar places also will serve both to show the civil defense resources locally available for emergency use and to emphasize the role of local government in civil defense.

(c) Display of Related Emergency Equipment, Materials and Supplies. Appropriate display of the emergency equipment, materials and supplies comprising local civil defense stockpiles can also be used to show the extent of local civil defense resources. Samples of locally stockpiled medical supplies and various emergency items obtained under the surplus property program can, for example, be combined with listings of the total resources locally available to form effective window displays.

County and local civil defense officials doubtless can devise other similar displays which likewise will effectively demonstrate the nature and magnitude of county and local "emergency resources."

7. In cooperation with county and local civil defense organizations, many Pennsylvania public utility, industrial and other non-governmental organizations have developed active and well equipped civil defense units. These too represent valued local civil defense accomplishments and resources. It is suggested, therefore, that local civil defense officials request appropriate representatives of those various non-governmental organizations which are locally active in civil defense to demonstrate and display their emergency services and equipment during National Civil Defense Week.

8. The over-all objective of demonstrations and display of the types suggested in Paragraphs 5, 6 and 7, above, obviously should be publicly to demonstrate each county and local civil defense organization's true accomplishments and current ability to meet emergency situations.

9. In order to further their future development, it is suggested that all county and local civil defense organizations hold a series of special meetings for all members during National Civil Defense Week. It is recommended that these be designed both to "bring the organization back together" following the summer vacation period and to outline the coming winter's activity program. It is further suggested that these meetings be of two general types, namely:

(a) An Initial General Meeting. It is suggested that this meeting, to be held on the first, or second, day of National Civil Defense Week, embrace all members of the organization and be devoted to general administrative matters, including an outline of the coming winter's program and special service assignments.

(b) A Series of Follow-up Service Meetings. Following the general meeting proposed in Subparagraph (a), immediately above, it is suggested that, on each later day of National Civil Defense Week, the Chiefs of one or more Emergency Services, or Divisions (Fire, Police, Medical, Rescue, etc.) call special service, or division, meetings, to lay out and discuss in detail the winter program of each separate division, or service.

The State Council of Civil Defense is of the opinion that a series of meetings similar to those suggested above will be of great assistance in the development of an effective winter activity program.

10. In addition to the demonstrations, displays and meetings suggested in Paragraphs 5, 6 and 7, above, the State Council of Civil Defense strongly urges all county and local civil defense organizations to take full advantage of the opportunity provided by National Civil Defense for the recruitment of added personnel. Since past experience indicates that "wide open" campaigns for increased membership usually are not very productive, it is suggested that county and local drives be built around what is sometimes referred to as the "every-member-get-a-member" system. Under such a plan, each presently enrolled official and worker strives to recruit one particular individual whom he, or she, personally might "adopt" and specially train to serve as his, or her, own "relief," or counterpart. For example, each welfare worker would strive to recruit and train a friend, or neighbor, who would eventually be in position periodically to assume the present worker's duties as required in prolonged emergency operations. This appears to be the soundest practical means of developing sorely needed "depth of organization."

11. The benefits derived from Civil Defense Week activities of the types suggested in Paragraphs 4 through 8, above, naturally will depend in large measure upon the extent and quality of the promotional materials and publicity relating to them. In the preparation and release of public information concerning planned county and local activities, therefore, it is recommended that special consideration be given the following suggestions:

(a) That local government officials be encouraged to issue public statements, calling special attention to locally planned Civil Defense Week activities and urging full public support of them.

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(b) That county and local Public Information Officers prepare special stories on "Who's Who in Local Civil Defense" for use by local news sources, including press, radio and television. These should include brief biographical sketches and a summary of the duties and responsibilities of all key civil defense officials. They may, of course, be presented "in toto" in a single issue of the local Sunday, or weekly, newspaper. They may also be serialized in daily papers, with appearance of the sketch of each Service, or Division, Chief scheduled to correspond with the special meeting day of that particular service, or division (Subparagraph 8 (b), above).

(c) That local news sources be provided with special daily announcements relating to particular demonstrations, displays and meetings (Paragraphs 5, 6, and 7, above) scheduled for each separate day of National Civil Defense Week.

To prove highly effective, special materials of the types suggested above must, of course, be augmented by other "routine" publicity relating to the week's scheduled program.

PART III - RELATED INFORMATION

12. Information currently at hand is to the effect that the Federal Civil Defense Administration will this year issue no special Civil Defense Week booklets similar to those distributed in 1956. The agency has, however, announced that it subsequently will distribute press, radio and television kits for use prior to and during Civil Defense Week. These apparently are to be sent directly to individual newspapers and broadcasting stations on the Administration's mailing list.

13. The State Council of Civil Defense will continue to take an active part in the general promotion of National Civil Defense Week. Since the primary purpose of the Week is to further the development of county and local civil defense organizations, the over-all success of the program consequently will, however, depend largely on the nature and extent of local efforts and activities.

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